



THE UNIVERSITY
OF TAMPA

Marketing Analysis and Proposals to Increase Dance Program Enrollment

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The University of Tampa

Record enrollment for the 24th time since 1995.

2021-2022 = 10,794 students from all 50 states and 132 countries.

Since 1998, \$700 million in new and ongoing construction.

\$1.2 billion economic impact.

*ut.edu



The Ferman Center for the Arts

Opened Spring 2021.

Newest and largest academic
building on campus.

Home to various departments
and programs.

Commitment to the arts and
investment in the future.





“The Ferman Center solidifies UT’s place as a cultural center for Tampa Bay, and provides students the facilities they need to study art, music, theater, dance, and more.”

– The University of Tampa President, Dr. Ronald L. Vaughn, Ph.D.

**UT: Journal for the University of Tampa
Spring 2021*

UT Dance Program

Dance Education Degree.

Anne Green Gilbert and
Brain Compatible
Education.

35 Students (8 Freshmen, 12
Sophomores, 6 Juniors, 9
Seniors).

Goal = increase enrollment.

[*ut.edu/dance](http://ut.edu/dance)



Competitive Analysis



Competitive Analysis

Florida State University

Florida State University



Location: Tallahassee

Facilities: Nancy Smith Fichter Dance Theater

Price Points: \$5,666

Programs: BFA, BA, MFA

Media: Large local media presence

Website: Navigation with several clicks

Performance: 15 different performances per year

Networking: In local news, Dance Magazine, study abroad

Program Size: 200+

Techniques Offered: Ballet, Modern Jazz

Faculty: 13 Faculty, 1 Community Relations and Special Programs

Scholarships: \$50,000

Competitive Analysis

Florida Southern College

Florida Southern College

Location: Lakeland

Facilities: Wynee Warden Dance Studio Glass Half Rotunda

Price Points: \$38,980

Programs: BA Dance Performance, Dance Studies, and Choreography

Media: Local newspaper, Facebook

Website: Easy access, information at one click with four pages of scrolling

Performance: Festival of Fine Arts, Performance Day, New Jersey Dance Festival, American College of Dance Association Southeastern Festival

Networking: Dance Day for high schools in the area

Techniques Offered: Ballet, Modern Jazz

Faculty: 1 Faculty Member



Competitive Analysis

Nova Southeastern University

Nova Southeastern University

Location: Davies

Facilities: Broward Center for the Performing Arts

Price Points: \$33,510

Programs: BA Dance, Dance Minor

Media: Dance Marathon for Children of Hope

Website: Two pages, lists statistics on average dancer salaries

Performance: Ongoing performances each semester

Networking: Facebook, Twitter

Faculty: 2 Faculty Members

Scholarship: Razor's Edge Talent Scholarship for \$23,000



Competitive Analysis

University of South Florida

University of South Florida



Location: Tampa

Facilities: Large theater for performances

Price Points: \$6,410

Programs: BFA Major and Minor

Website: Multiple pages including facilities

Performance: Dance team, performances through semester

Networking: Summer study abroad to Paris

Faculty: 4 Faculty Members

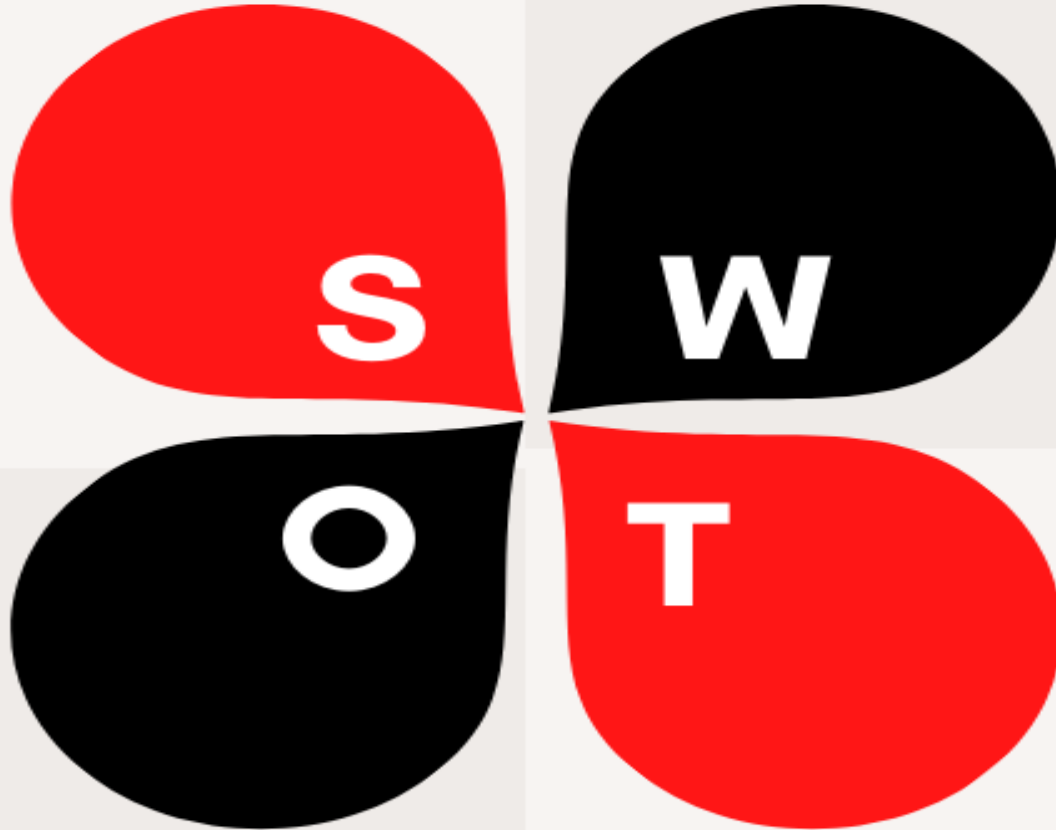
Scholarship: John W. Holloway Endowment; Macy's Visiting Artist Endowment

STRENGTHS

- Education in Dance as a Major
- Multiple Opportunities to Perform
- State of the Art Facilities
- Location Near Conservatory

WEAKNESSES

- Low Budget and Scholarships
- Visibility
- Competition
- Education Certification



OPPORTUNITIES

- Enhance Dance Program Visibility
- Education in Dance Major and Minor
- Increase Dance Program Enrollment
- Certification through Education

THREATS

- Results will take time
- Fewer Academic Scholarships
- Limited Staff
- Colleges Near By

Situation Analysis

Target Market and Positioning Analysis

3.2 million people in
Tampa/St.
Petersburg/Clearwater MSA
*115 people move here per day

1,471,968 people in
Hillsborough County.

384,959 people in Tampa.

\$130 billion economy.

*census.org





Tampa on the Map – Champa Bay

Lightning Strikes Twice! Back-to-Back Stanley Cup Championships.

Tampa Bay Rays 2020 ALCS Champions and 2021 AL East Champions.

Buccaneers Won Super Bowl LV – First team to ever play and win the Super Bowl at home.

UT Baseball – 2021 Division II Runner-Up.

UT Women's Volleyball – 2021 National Champions.



Integrated Marketing Communications Goals and Objectives

Advertising

Small or unknown budget.

Free or very inexpensive.

Creative.

Long view.





Advertising

New video on UT Dance webpage.

Continue social media presence,
increase when possible.

Chamber of Commerce and Tourism
related organizations.

Falk Theater Marquee.

Build Relationships with Local Dance Studios

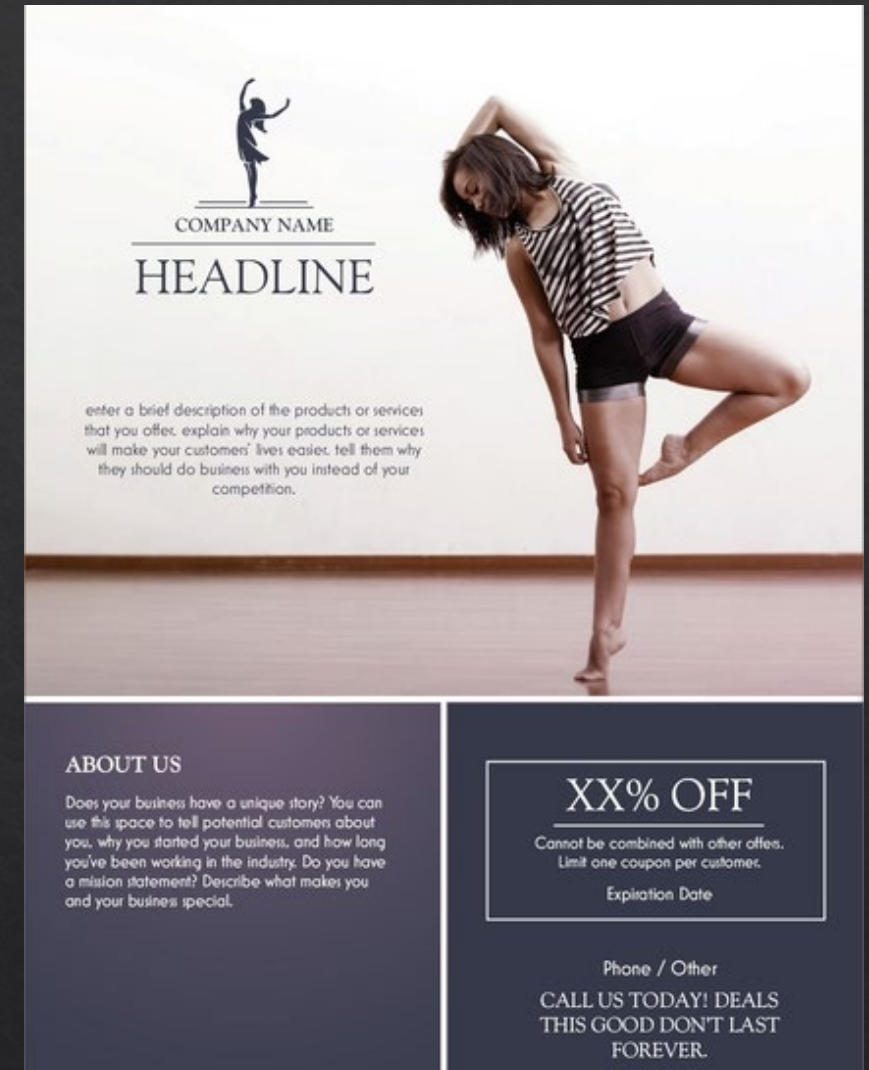
Studios can display flyers, business cards, share information on social media.

Will help build social media followers and presence.

Personally invite local studios to UT Dance events.

Provide a unique experience when studios arrive.

Advertise in recital programs.



Dance Camps

UT Music and Sports camps and a “college” experience.

Florida State University camps.

University of South Florida does not have a dance camp.

UT Dance can supply a market demand.



FLORIDA STATE UNIVERSITY
SCHOOL OF DANCE

SUMMER DANCE **INTENSIVE**

JUNE 12-25, 2022

IN-PERSON AUDITION CLASS

SUNDAY, FEBRUARY 6, 2022
10:00-11:30 A.M. • REGISTER TODAY!

Online audition submissions accepted.

Ages 14-18.

Classes include ballet, pointe, jazz, contemporary technique, as well as conditioning and hip-hop.



dance.fsu.edu

Photo by Meagan Helman

*dance.fsu.edu



Why Dance Camps?

College camps are popular and serve as advertising for programs.

Brings kids AND parents to campus.

UT facilities, amenities, and campus are impressive.

Builds relationships with parents, donors, and potential future students.

Gets current Dance majors involved.

Revenue can be used for future events, sophisticated advertising, guest lectures, or scholarships.



Recap

UT is growing with the Tampa MSA.

The Dance Program is positioned to grow as well.

Understanding competitors and fulfilling needs.

Champa Bay is on the national map.

Various free and/or cost-effective ways to advertise.

Build relationships with local dance studios.

Host dance camps.

Questions?